

Message Text

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PAGE 01 TOKYO 01735 100943Z

53

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 090910

R 100832Z FEB 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 7903

UNCLAS TOKYO 1735

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT ACT '75

1. EXHIBITION: AMERICAN COMPUTER TECHNOLOGY 1975
2. PLACE AND DATES: U. S. TRADE CENTER, TOKYO, JAPAN FEBRUARY 4-8, 1975
3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: SIX
 - A) AGENTS AND DISTRIBUTORSHAPPOINTED: NONE
 - B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: SEVEN (TWENTY-EIGHT LEADS)
 - C) LICENSEE AGREEMENTS SIGNED: ONE
 - D) LICENSEE AGREEMENTS UNDER NEGOTIATION: TNE
 - E) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: NONE
4. SALES:
 - A) IMMEDIATE: \$142,000
 - B) TWELVE-MONTH PROJECTION: \$15,765,000
5. REGISTERED VISITORS: 3,014 (3,185 HAND-COUNT)
6. TOTAL EXHIBITORS: FORTY-TWO (THIRTY-SEVEN PARTICIPANTS)
 - A) NEW-TO-EXPORT: SIX
 - B) NEW-TO-MARKET: SIX
 - C) OLD-TO-MARKET: THIRTY
 - D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: TWENTY-FIVE
 - O
 - E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: SEVENTEEN
 - F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: NONE
 - G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.:

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SEVENTEEN

7. NARRATIVE:

AMBASSADOR JAMES D. HODGSON HOSTED RECEPTION 1700-1900 FEB 3
AND DELIVERED WELCOMING REMARKS OPENING CEREMONIES. NICHOLAS
S. LAKAS, DIRECTOR, OFFICE OF COMMERCIAL AFFAIRS, STATE DEPARTMENT,
AND JAPANESE GUEST OF HONOR TOSHIWO DOKO, PRESIDENT JAPAN
FEDERATION OF ECONOMIC ORGANIZATIONS (KEIDANREN) ALSO DELIVERED
BRIEF ADDRESSES AND JOINED AMBASSADOR HODGSON IN CUTTING CEREMONIAL
RIBBON TO OPEN AMERICAN COMPUTER TECHNOLOGY 1975 AND MARK RE-
DEDICATION RENOVATED TRADE CENTER. HIGH INTEREST IN ACT '75 AND
PRESENCE OF AMBASSADOR AND MR. DOKO RESULTED IN ATTENDANCE AT
RECEPTION MORE THAN 200 GUESTS, MANY MEDIA REPRESENTATIVES.

TOTAL VISITORS EXHIBITION WEEK SLIGHTLY EXCEEDED USTC
FORECAST, WITH EIGHTEEN PERCENT COMING FROM OUTSIDE METRO
TOKYO AREA. EXHIBITORS WELL PLEASED WITH QUALITY OF REGISTRANTS.
HODGSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Handling Restrictions: n/a
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Original Previous Classification: n/a
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Previous Classification: n/a
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Margaret P. Grafeld
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05 JUL 2006

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